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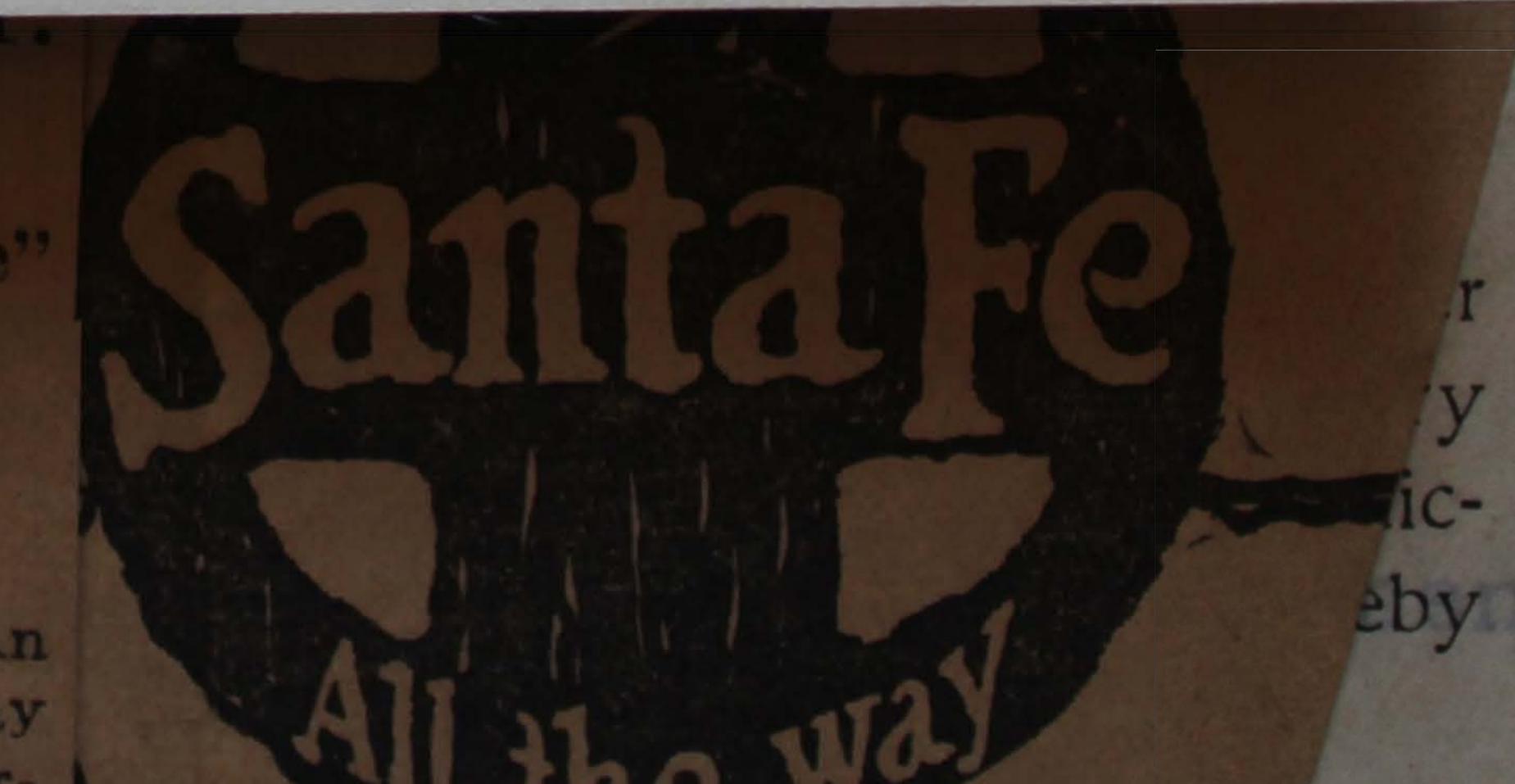
Copy of letter of March 31, 1919, written by the Postmaster General to the Attorney General with reference to fraud order issued against the Cartilage Company, in whichletter reference is made to the New York Institute of Science, Inc., and the Okola Laboratory, Inc., was placed in fraud order jacket of The Cartilage Co. and one also in jacket of New York Inst. of Science, as well as in papers in general file.

W. H. H. S.

"purposes," approved of the Assistant Attn 19 14 and for the General by said act traffic through interr tion and laws of t forbids you to pay

made for North American wheat. These were export sales yesterday both of Ameri- can hard winter and Manitoba spring wheat. Sales from Chicago totaled 75,000 bu for export, and there were sales of as much more of various sorts to domestic mills St. Louis sold 50,000 bu hard win- ter for export, and 6,000 bu Liverpool ported to London, and 1,000 bu Liverpool ported to New York for export. See ter for a report, and Wimborne re-

port, J. W. Goodwin, S. E. Richardson, and A. J. Week. Liverpool prices board Liverpool port, and 1,000 bu. Liverpool ported to New York for export. See ter for a report, and Wimborne re-



DER Field Reported
It having been
the OKOLA LABOR

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To the Postmaster
Rochest

28199-E

ISSUES FRAUD ORDER AGAINST OKOLA CURE

Postmaster General Excludes
Rochester, N. Y., Concern
From Use of Mails.

FAITH PART OF TREATMENT

Bathing Eyes, Inhaling Vapor
and Expressing Confidence
Method Urged.

THE CHICAGO RECORD-HERALD BUREAU,
723 FIFTEENTH STREET, N. W.,
WASHINGTON, FEB. 17.

The Okola Laboratory of Rochester,
N. Y., which guarantees to cure eyestrain
and other diseases of the eyes by a treat-
ment sent through the mail and to make
the wearing of glasses unnecessary has
been forbidden the use of the mails by a
fraud order issued by the Postmaster Gen-
eral.

The Okola concern proved to be a corpo-
ration having a number of members and
was doing a large business. It is esti-
mated that the firm received \$50,000 in one
year. Its advertisements stated that the
Okola treatment was a wonderful new dis-
covery, which would probably render spec-
tacles almost obsolete in a few years. The
company guaranteed to pay \$10 to anyone
who was not satisfied with the treatment
after using it for six months.

The investigation showed, it is said,
that the treatments can have no more
than a temporary effect in anything more
serious than a simple "irritation of the
eye," and that they would by no means do
away with the necessity for glasses.

The treatment was to consist in tablets
of sodium bicarbonate and boracic acid,
which were to be dissolved in water and
used as an eye wash, and in a volatile so-
lution to be inhaled through an instru-
ment called a "okolator."

There was an additional feature of the
treatment, a series of cards called "okal-
izers" which gave directions how to ex-
ercise and rub the eyes, and also contained
such expressions of faith as, "I am using
okola and the okolator, also following
the simple rules of the okalizers, and I
am convinced that there will be a notable
and lasting benefit to my eyes by faithful
adherence to the okola method for
six months."

The concern was incorporated in New
York by Charles S. Clark, Katherine A.
McCormick and Edwin J. McNamara.
Others in the concern were Charles W.
Phillips of London, T. F. Adkin of
Rochester, J. L. Corish of New York, and
J. S. Read of Rochester.

Fraud orders issued under
Finally mailed, to be delivered to the senders
address returned by order of Postmaster
of such letters or matter. Provided, how-
ever, that senders of letters not registered or other
letters and matter to the Division of Dead
Letters returned by order of Postmaster General
as other dead matter under the laws and

(Signed) A. S. Burleson.

Postmaster General.

284 5-669-a



36

MADAE IN LOCAL

16—James R. Mann,
197 U. S. of Seventy-Second.

ORDER NO. 7824

It having been made
the OKOLA LABORATORY

Postmaster
Rochester, N. Y.
Lamar said
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at Rochester
fraudulent pretenses

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And you are hereby instructed to return all letters, whether registered or not, and other mail
matter which shall arrive at your office directed to the said **parties**

ILY TRIBUNE: WEDNESDAY, FEBRUARY 18, 1914.

THE

QUACK EYE FIRM MUST QUIT

Burleson Orders Okola Labora-
tory, Rochester, N. Y., Closed.

GRAFT \$100,000 YEARLY.

"Throw Away Your Glasses" "Cure"
Condemned as Harmful.

[BY A STAFF CORRESPONDENT.]

Washington, D. C., Feb. 17.—[Special.]—An
aggregation of charlatans which took away
more than \$100,000 in about a year from per-
sons afflicted with weak eyes, was put out of
business today by Postmaster General Bur-
leson.

The concern is known as the Okola labora-
tory, Inc., Rochester, N. Y. The originator
of the fake eye cure is Charles S. Clark. As-
sociated with him are Charles N. Phillips,
John



Postal money order that payment
e returned upon the presentation of
tained under the regulations of the

at the offices at which they were originally mailed, to be delivered to the senders
unless returned by order of Postmaster

at Rochester, New York,

fraudulent pretenses, representations, and promises,

in violation of the act of Congress entitled
"An act to amend certain sections of the Revised Statutes relating to lotteries, and for other purposes," approved September 19, 1890, said evidence being more fully set forth in the memorandum of the Assistant Attorney General for the Post Office Department of the date of **February 14, 1895** and for the reasons set forth in said memorandum, and by authority vested in the Postmaster General by said act, and by the act of Congress entitled "An act for the suppression of lottery traffic through international and interstate commerce and the postal service, subject to the jurisdiction and laws of the United States," approved March 2, 1895, the Postmaster General hereby forbids you to pay any Postal Money Order drawn to the order of said **parties**,

and you are hereby directed to inform the remitter of any such postal money order that payment thereof has been forbidden, and that the amount thereof will be returned upon the presentation of the original order or a duplicate thereof applied for and obtained under the regulations of the Department.

And you are hereby instructed to return all letters, whether registered or not, and other mail matter which shall arrive at your office directed to the said **parties**

to the postmasters at the offices at which they were originally mailed, to be delivered to the senders thereof, with the words "Fraudulent: Mail to this address returned by order of Postmaster General" plainly written or stamped upon the outside of such letters or matter. Provided, however, that where there is nothing to indicate who are the senders of letters not registered or other matter, you are directed in that case to send such letters and matter to the Division of Dead Letters with the words "Fraudulent: Mail to this address returned by order of Postmaster General" plainly written or stamped thereon, to be disposed of as other dead matter under the laws and regulations applicable thereto.

(Signed) **A. S. Burleson.**

Postmaster General.

To the Postmaster,

Rochester, New York.

Respectfully,

284 5-669-a

28199-E

File No.

Washington

February 16, 1914.

Postmaster,
Rochester, New York.

Sir:

I inclose herewith a copy of order No. 7824 , dated February 16, 1914 , forbidding the delivery of mail matter and the payment of money orders to the OKOLA LABORATORY, INC., its Officers and Agents as Such, at Rochester, New York, the original of which, signed by the Postmaster General, has been retained on the files of this Department.

In the enforcement of this order, please observe the following general regulation, published in the United States Postal Guide for January, 1903 (page 955, section 30), viz:

"Postmasters are notified that fraud orders issued under the provisions of the Acts of September 19, 1890 (26 Stats. L. 465) and March 2, 1895 (28 Stats. L. 963), do not cover mail matter under the frank of a Senator or Representative or other officer entitled to the franking privilege, nor that which is covered by an official envelope. Nor do these orders apply to matter not under seal, such as newspapers, circulars, etc., unless specifically stated in the order, or by subsequent letter of instructions."

Very respectfully,

Assistant Attorney General.

Post Office Department

OFFICE OF THE ASSISTANT ATTORNEY GENERAL

Washington

February 14, 1914.

In the Matter of Charges that
the OKOLA LABORATORY, INC.,
at
ROCHESTER, NEW YORK,
is engaged in conducting a
scheme for obtaining money
through the mails by means of false
and fraudulent pretenses, representa-
tions and promises, in violation of
sections 3929 and 4041 of the Revised
Statutes, as amended.) (MEMORANDUM
for
the
POSTMASTER GENERAL
Recommending the Issuance
of a fraud order.

On July 29, 1913, a memorandum was prepared in this office reciting the particulars wherein the business of the above-named concern was charged to be in violation of sections 3929 and 4041 of the Revised Statutes, as amended. A copy of this memorandum was sent to the postmaster at Rochester for delivery to the Okola Laboratory, Inc., together with a letter calling upon it to show cause why a fraud order should not be issued. August 13, 1913, was named as the day upon which the case would be heard. At the request of counsel for respondents, John J. Vause, Esq., of New York, New York, continuances were granted, and the case was not finally heard until November 10 to 14, last; and at the conclusion of the hearing additional time was allowed in order that Mr. Vause might file a brief. This brief has been received and considered; and all the evidence in the case has been carefully reviewed.

I find the facts in this case to be substantially as follows:

The Okola Laboratory is a corporation of the State of New York. It was incorporated on March 25, 1912, by Charles S. Clark, Katherine A. McCormick and Edwin J. McNamara. Clark is the chief promoter of the enterprise. Associated with him in its inception and conduct have been Charles H. Phillips, of London, England, Thomas F. Adkin, of Rochester, New York, John L. Corish, of New York, New York, and John S. Read, of Rochester, New York. Thomas F. Adkin was the president of the Institute of Physicians and Surgeons, of Rochester, against which a fraud order was issued on August 2, 1905. That order also covered the name "Professor Thomas F. Adkin". Read is the doctor who constituted the "staff of physicians" connected with "Professor" G. A. Mann and his Institute of Radiopathy, against which a fraud order was issued on April 28, 1908. Clark is the promoter of several other enterprises which have been charged to be schemes to defraud, and against which the issuance of fraud orders is under consideration.

Under the name Okola Laboratory, Inc., Clark and his associates are engaged in soliciting remittances of money through the mails by means of advertisements and circulars in which representations are made of the character of those quoted below:

"How to Save the Eyes."

"This book gives information about the Okola Method of giving a measure of relief or completely saving the eyes from the effects of eyestrain and numerous other troubles.

"It is explained how, if certain conditions exist, you may gradually bring your eyes and eyesight into such excellent condition that you may be able to avoid wearing eyeglasses or spectacles -- or if you are already doing so, you may be able to discard them."

"SAVE YOUR EYES. Why Wear Glasses or Allow Them to Give You Trouble Unnecessarily?"

"Eyeglasses or spectacles are merely the 'crutches' which aid weak or strained eyes to see. A habit is formed of wearing them and soon they seem to be as necessary as alcoholic drinks are to the habitual drunkard. The latter must have his grog to steady the nerves so that he can attend to his ordinary affairs. Likewise the spectacle-wearer feels that he or she must use the artificial aid to steady the nerves, avoid headaches and so on.

"The reason the inebriate must have his drink is that his stomach and his nerves are disordered and those set up a terrible craving for something quieting. The delicate eye nerves and muscles of the wearer of glasses are disordered-strained-they are craving for tranquility, and the artificial eye-windows give a sort of temporary relief. Now, it is a well-established fact that if the stomach and nerves of the habitual drinker can be put into healthy condition, the craving for alcohol will leave him and he will become a sober, contented man. It is very obvious that when the nerves and muscles of the average person's eyes are brought into healthy, normal condition, the spectacles can be thrown away and there will be no more headaches, nervousness or any of the numerous other disorders which are identified with eyestrain."

"THE OKOLA METHOD. At Last a Proposed Means of Saving the Eyes and Emancipating Oneself from Glasses."

"Okola Method is the foe to the spectacle and eyeglass industry. One of its objects is to make the use of eye-windows unnecessary. It is the enemy of the headache drugs and nerve nostrums. It makes for good, healthy, beautiful eyes. An Okola Self Treatment Outfit may prove worth many times its weight in gold. Adopt the Okola Method and determine to avoid or banish glasses forever."

"The purpose of this treatise is to show you that in a good percentage of cases of eyestrain and in several other disorders, the eyes may be restored to normal condition so that you will have no need whatever of eyeglasses. Moreover, you should be free from the various ailments which are due to eyestrain, including nervousness, stomach disorders, headaches, neuralgia, neurasthenia, dizziness, sleeplessness and a long train of troubles which usually afflict those who are the victims of strained or weak eyes."

"One medical man says that 'Eyeglasses are very good for concealing diseased or dishonest eyes, but when there is a remedy so good as the Okola Method, the merits of which are known, it is a pity that the good news cannot be brought to the attention of all, so that glasses may be more generally discarded.'"

"The reason why animals (except the human species) never suffer from eyestrain and why they do not need eyeglasses is that they never fatigue their eyes. They do not endeavor to sew, to write, to work by artificial light or to do anything else which would strain the muscles and nerves of the eyes. Since it is impracticable for you to take lessons from these animals, you should save your eyes by the best aid obtainable otherwise. The Okola Method meets the requirement."

"We assert that Okola Method is the genuine formula of Dr. John L. Corish who is a regularly qualified, registered, practising

New York physician of many years' experience. Dr. Corish has had wide practice in treating eyestrain and other optic weaknesses and disorders of all kinds."

"We assert that Okola Method is absolutely harmless and that it cannot cause the slightest injury to anyone when used in accordance with the simple directions. Our warranty in this respect is liberal, as we include even newly born infants and very aged people."

"Although it is a potential wonder-working preparation, Okola is perfectly safe and reliable.

"All good things are imitated, and it is but natural this should be the case with Okola Method. Simulations are invariably inferior to the original; those who pilfer the ideas, attempting to copy the formula and modus operandi are only able to deal with the superficial side. Ours is the original and genuine. Bogus or counterfeit eye treatments are dear at any price."

"A true eye-saving method attained at last. Do not always see the world through mirrors."

"Eyestrain causes needless worry. Eyestrain often causes despondency -- sometimes suicide."

"Astonishing reports. Eyes and Eyesight restored without operation. How glasses are rendered unnecessary."

"There are legions of people suffering from eyestrain, short sightedness and numerous other eye troubles, who could save their eyesight and overcome numerous unpleasant conditions associated with their optic disorder if they would adopt the Okola Method and apply it faithfully."

"Let all who have eye trouble of any kind, give the Okola Method a fair trial. The result may exceed one's fondest dreams of freedom from the slavery of eyeglasses and from the misery caused through eyestrain."

"Of late, marvelous cures of eye disorders including eyestrain, have been reported in the press of all countries as having been brought about at the clinic of the famous Dr. Pagenstecher in Wiesbaden, Germany. x x x Dr. Pagenstecher and Dr. Corish (the deviser of Okola Method) are agreed upon the main principles of the eye treatment method which is so famous."

"Eye disorders are rarely confined to the eye in their effects. They frequently create havoc throughout the entire nervous system of the body and in some cases they seriously affect the brain itself."

"I predict in the utmost sincerity, upon my professional word

of honor as one who has deeply studied the subject, that within a decade or two, eyeglasses and spectacles will have become comparatively rare, and the Okola principle will have proved itself the popular pioneer of eye saving. The Okola, Okolator and Okolizer provide everything essential to the true, scientific system of treatment for eye-strain and numerous other eye disorders, at home, without any loss of time and at a merely trifling expense."

→ "Dr. Corish avers that eye-glasses may become relics of the past if the Okola principle is adopted extensively."

"It really does one's heart good - even that of the case-hardened medical practitioner - to observe the progressive beneficial effect of the Okola Method as is evinced in cases of improvement under observation at any period. As for the person who is receiving the direct benefit to his or her eyes, the sensation is often one of ecstasy at realizing from day to day the strengthening of the eyes and eyesight coupled with the gradual normalizing of the optic organism and the tranquillizing of the nerves, not merely those of the eye, but of the entire system."

"Ten Dollars Guarantee that the Okola Method Will Succeed. The Okola Method is positively aimed at enabling anyone whose eyes are troubled by eyestrain or certain other optic weaknesses, to entirely dispense with the use of eyeglasses (or spectacles) and to remove the necessity of ever employing them.

"It is hereby guaranteed by the Okola Laboratory, Inc., that if an admittedly beneficial result is not accomplished, a forfeiture of ten dollars will be paid, provided Okola Method is adopted and is used faithfully in accordance with the simple directions. Six months' time will be allowed, although in many cases a satisfactory result is attained within a few days or weeks."

The conclusion is irresistible from a reading of these representations and others of a like nature that Dr. Corish has discovered or invented a new and wonderful treatment for affections of the eye; that this treatment will enable those who wear glasses, or are about to do so, to do without them, and save their eyes by using the remedy prepared by the Okola Laboratory, Inc.; that this treatment is based upon principles endorsed and adopted by a famous eye specialist of Wiesbaden, Germany; that the treatment will not only cure eye-strain due to any cause, but will also overcome quite a number of other diseases or conditions, which are alleged by the writer

of these representations to be due to eye-strain, and that the purchaser of this treatment may have his money back if not benefited thereby. That the Okola Laboratory, Inc., intends to lead sufferers from such serious diseases of the eye as nearsightedness, hardening of the eye-balls (glaucoma), far-sightedness, optic nerve trouble, cataract, astigmatism, inflammation of the retina to purchase this treatment in the belief that it will cure them is indicated by the representations quoted above, and is proved conclusively by evidence in the case showing that the inspector who investigated the case wrote to it under assumed names letters alleging himself to be suffering from these conditions and received replies urging him to purchase the treatment. Some of this correspondence is quoted below:

"Okola Laboratory, Rochester, New York --

"The doctor says iam threatened with a cataract on my right eye and that i will have to have a treatment. i am a poor man and cannot afford a expensive examination. Will you send me your book by mail and the form of the examination

"Yours truly,

"John Ross, Butler, Pa."

"Mr. J. Ross, Butler, Pa.

2/27/13

"Dear Sir:-

"We appreciate your request and are sending the book that you desire. You should find it very interesting because it contains information that is really valuable.

"You want to save your eyes! If you are not yet a wearer of glasses, you desire to avoid ever needing them. If you are already using these 'glass windows' you certainly are desirous of finding something that will enable you to improve your eye strength and get rid of them.

x x x x x x x x x

"If you know that your optics are not perfect, if you have strained them, if they are painful, if things seem to float before them at times, if what you see is blurred, if there is inflammation, watery discharge or soreness or if your eyes have been weak or disordered since childhood, you have undoubtedly been troubled with one or more of these symptoms; nervousness, irritability, melancholy, tendency to worry, frequent fear of something happening, sleeplessness, twitchings, headaches, neuralgia, heart flutterings, sleeplessness, pains in the small of the back, freakish appetite, rheumatism,

peculiar cravings, lack of ambition, inability to concentrate thoughts or think clearly, impaired memory, stomach disorders, ringing noises in the head, dizziness, heavy feeling or other disorders. It has been further evinced that there is a close relationship between eye-strain and uric acid poisoning and that even severe cases of rheumatism, neuralgia and kidney ailments have been relieved through curing the strained eyes. Inflammation of the eyes and eye-lids and numerous other forms of eye disorders may be remarkably benefited or completely cured by Okola Method.

"We hope you will not put this matter aside, if you are needing Okola Method, for your eyes are so valuable that you can surely venture the small cost to prove its efficacy. The guarantee means just what it says; you are also thoroughly assured that Okola cannot do you the slightest harm. We want to soon learn that you are surprised and delighted:

"ANOTHER IMPORTANT MATTER; your position and quiet but effective influence is undoubtedly such as will enable you to say kindly words about Okola Method if you are able to tell your acquaintances that you need no glasses and that your eyes are in as perfect condition as you could wish in consequence of your having adopted Okola Method. Therefore, we are sending you a Money saving certificate which will be accepted as five dollars, provided you send a similar amount by money-order (or cash in registered letter, or bank check) at once, with the enclosed ordering form. You will be placed under no obligations whatever; we will depend upon your sense of fairness to recommend us when you can honestly do so. Save five dollars; ACT IMMEDIATELY.

"Do not put this aside, dear Friend; it should mean untold satisfaction to you.

"Yours very truly,

OKOLA LABORATORY, Inc.

"John S. Read, M. D."

OPTIC NERVE TROUBLE.

"The Okola Laboratory, Rochester, New York.

"I would like to have some information about your treatment for defective eyes. We have but one doctor here that knows anything about eye trouble. He says I am having Optic nerve trouble but I do not have the best of faith in his treatment for it has not done me any good. If your treatment is reasonable I would like to try it and will give you full particulars. Please let me know what the treatment will cost. Yours very truly,

"S. T. Edmonds, Hundred, W. Va. 2/28/13."

The reply to this letter was the same as that addressed Mr. J. Ross and quoted above. No reply was made by "S. T. Edmonds" and "follow-up" letters were sent him urging the purchase of the treatment and containing representations of the kind quoted below:

"Do not make the mistake of imagining that your eyes are hopelessly weak or deranged. WONDERS HAVE BEEN ACCOMPLISHED even in cases where persons have been nearly blind. If the Okola principle

is doing these marvels for others, why not for you?"

"Some get the idea that our Method is only beneficial in cases of eyestrain. You can see from the enclosed testimonials that many of our patrons say they have received great benefit for other diseases of the eye. My experience in this laboratory makes me hesitate to tell anyone that they cannot be benefited by Okola Method."

"There is no treatment on earth more efficacious for strained eyes than the Okola Method, and I am confident that if you will give it a trial, you will, in a short time, be able to dispense with your glasses and enjoy first class eyesight such as an all-wise Creator intended you should enjoy."

FARSIGHTEDNESS.

"The Okola Laboratory, Rochester, N. Y.

"I would appreciate it very much if you would give me a little advise about my eyes. I am far sighted and my glasses do not fit me. I will take the treatment for eye strain on the understanding that you will treat them and I will pay if I can throw away my glasses as you claim in the advertisement in the pathfinder magazine.

"Yours truly,

"Abraham Levy, 21 Court St.

"Ashland, Ky. 3/1/13"

The reply to this letter was the same as that addressed Mr. J. Ross and quoted above.

HARDENING OF THE EYE-BALLS (GLAUCOMA).

"The Okola Company, Rochester, N.Y.

"I have been having serious trouble with my eyes and was to Fort Wayne once to see a specialist who did me no good. He said I had hardening of the eyeballs in one eye. x x x I noticed your advertisement and if you can do what you claim I would be glad to consider the treatment. Please let me hear from you

"Chas. A. Marshall, RFD 9, Goshen, Ind.

2/25/13"

The same reply was made as in the Ross case.

NEARSIGHTEDNESS.

"The Okola Laboratory, Rochester, New York.

"My son who is 14 years old is a little nearsighted and the school teacher told me he should have something done for his eyes. I intended to get him a pair of glasses but i do not think he needs any yet. Will you let me have your book on eye trouble and advise me by return mail.

"Yours truly, Harrison J. Davis, Clinton, Conn. 2/28/13"

The same reply was made to this letter as in the Ross case.

ASTIGMATISM.

"The Okola Laboratory, Rochester, New York.

"My sister is taking your treatment for eye strain. She lives in Illinois and sent me your pamphlet of Dr. Corish treatment. I have been wearing glasses for a little over four years for astigmatism and it does not seem to get any better or worse. I leave off my glasses a while in the morning and evening without any bad effects but cannot see well without them. I am very anxious to discard the use of them altogether if you can. My sister did not send me the full information but I would like to try it if you think I can do without the glasses. Please send me an application blank if you will refund as stated in the guarantee.

"Sincerely yours, Mrs. Ellen M. Mann, Lima, Ohio.RFD 6 Box 58
2/26/13."

From the reply of the Okola Laboratory, the following is quoted:

"In regard to this trouble, I wish to say that there are cases of astigmatism for which I would be slow to recommend the Okola Method, but as evidence that there are cases where those who say they are afflicted with this trouble have been benefitted, I enclose a couple of testimonials. x x x The only way to find what this method will do for a case like yours is to give it a trial x x x

"Trusting we may have the pleasure of filling an order for you in the near future, and with best wishes I remain,

"Very sincerely yours,
"John S. Read, M. D."

With this letter were sent two circulars containing what purport to be testimonials to the effect that the Okola Method has cured cases of astigmatism. These circulars are headed respectively "Railroad Man's Experience, Astigmatism Disappears" and "Astigmatism - Has Undergone a Wonderful Change - Startling Results in One Month."

INFLAMMATION OF THE RETINA.

"The Okola Laboratory, Rochester, New York.

"Our doctor says i have inflamation of my retuna in one of my eyes. i have had no relief and will try your treatment and give it a fair trial so please send me the blanks for symptoms by return mail. i am only 53 years old and did not wear glasses until a year ago. i can pay you so much a month but am not able to only a reasonable sum. let me hear from you at once

"Yours truly,J.J.Kelly,Elmora,N.Y."

From the reply of the Okola Laboratory, the following is quoted:

"While our treatment is not put out to assist this trouble, still I think it would be a first class idea if you would give it a trial. x x x Another thing to take into consideration is that your case may have been diagnosed incorrectly and your eye trouble may come from a simpler cause and I consider it very wise for you to give the treatment a trial and no doubt it will prove beneficial in your case. x x x Many people make the mistake of putting off the treatment of their eyes until it is too late, and we sincerely trust you will not make this same mistake but send for the treatment at once and you will never regret having done so."

The treatment relative to which the startling claims quoted above are made is as follows:

1. Okola; tablets consisting essentially of sodium bicarbonate and boric acid, intended to be dissolved in water and applied to the eye with an eye-cup that accompanies the treatment.

2. Okolator; a metal inhaler containing cotton intended to be moistened with a volatile solution containing the following ingredients: mustard oil, carbolic acid, iodine, menthol, camphor, a mineral oil like liquid petrolatum, a balsam like balsam peru, oil of eucalyptus, oil of sassafras, tincture of benzoin and alcohol.

3. Cards called the Okolizer, giving directions for exercising the eye, rubbing it and resting it, and containing legends like the following: "I am using Okola and the Okolator, also following the simple rules of the Okolizers, as I am convinced that there will be a notable and lasting benefit to my eyes by faithful adherence to the Okola Method for six months".

There is also a booklet sent out with the treatment containing general directions for the maintaining of health, etc.

The eye wash designated "Okola" contains two ingredients the use and limitations of which are perhaps about as well known to the layman as to the medical profession; and this is probably also true of the volatile solution which is to be inhaled into the nose.

That in conjunction with exercise or massage of the eye-ball these treatments can have nothing but a temporary effect in anything more serious than a simple irritation of the eye is a patent fact. The treatment will certainly not render the use of glasses unnecessary; and it is in no sense new, different from other treatments, or of the wonderful efficacy represented.

Despite the patency of the above facts, however, expert medical testimony was secured in this case in the persons of Drs. Oscar Wilkinson, Sterling Ruffin and Henry A. Polkinhorn, all well-known and eminent practitioners of this city. Drs. Wilkinson and Polkinhorn are specialists in eye and ear diseases.

The testimony of these doctors was to the effect that this treatment was absolutely incapable of curing eye-strain, of rendering the use of eye-glasses unnecessary, or of fulfilling the claims made for it by the Okola Laboratory, Inc.; that bicarbonate of soda and boric acid is merely a soothing eye-wash, mildly anti-septic, the value of which is limited to keeping the eye clean and perhaps relieving slight catarrhal irritations of the conjunctiva, the outermost covering of the eye; that eye-strain is the straining of the ciliary muscle of the eye--the muscle on the inside of the eye protected by a hard coat from the outside which aids the eye to focus to a certain point; that eye-strain may be due either to fatigue of the eye or to some abnormal condition causing refractive error; that rest is the remedy for eye-strain caused by the former and eye-glasses the only way to relieve it when caused by the latter; that this treatment would be utterly ineffective in

the treatment of cataract, glaucoma, farsightedness, nearsightedness, inflammation of the retina, astigmatism, optic nerve trouble or like conditions; that catarrh of the nose, for which evidently the volatile solution is intended, is in no way related to eyestrain, and that while this solution would have a temporary soothing effect upon nasal catarrh it would not cure it; and that the use of this treatment by patients for whom it is prescribed in this manner without the advice of a physician or knowledge on the part of the Okola Laboratory as to their condition was not only unscientific but was fraught with danger because it might cause a postponement of proper treatment for a serious condition, because it might cause infection from one eye to be carried into the other by the use of the eye-wash on both, and because the massage of the eye-ball recommended would be extremely harmful in some diseases of the eye.

As indicative of the intent with which this scheme is conducted, attention is invited to the refund guarantee quoted on page 5 supra. After the treatment has been purchased, the evidence shows that the Laboratory construes the statement "six months' time will be allowed" to mean that the refund will only be made upon condition that six monthly treatments be purchased at a cost of from \$17 to \$20, and declines to make the refund until that condition has been complied with. The evidence shows that it is the intention of the parties conducting this scheme to lead prospective purchasers to believe otherwise and that many persons have been thus misled.

Attention is also invited to the fact that all the letters which go out are signed in the facsimile handwriting of John S. Read, M. D., and that prospective patients are led to believe that they have the

personal attention of a physician. The evidence shows, however, that this is not the case; that the correspondence is handled by clerks, and that practically the same form letters are sent out in all instances. The book which bears Dr. Corish's signature was not in fact written by him, and he has had practically no experience in treating diseases of the eye, being now engaged in experimenting with a remedy for baldness. While xxxxxxxxxxxxxxxxx Dr. Corish was present at the hearing, upon the advice of counsel he declined to testify.

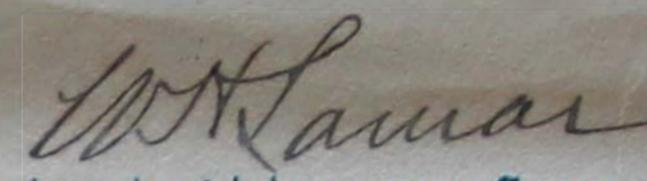
The defense in this case is substantially to the effect that the respondents are not responsible because of the fact that the treatment is purchased for other affections of the eye than eye-strain, as it is held out only as beneficial in that condition; that eye-strain is in fact a concomitant with practically all afflictions of the eye; and that the respondents are justified in holding out this treatment as new, wonderful and efficacious, because the combination of these elements of treatment is new; and because they have many testimonials as to the value of the treatment from customers. It is perhaps unnecessary to comment upon this defense except to suggest that it fails utterly to meet the charges; but attention is invited to the fact that the evidence shows that this company procures testimonials by offering prizes to those who report beneficial results and also offering treatment free. The worthlessness of this kind of evidence appears when it is remembered that the only diagnosis made of the disease of which the patient reports himself cured is his own, and that the disappearance of irritation which the eye-wash may bring about may very readily

Memorandum for the Postmaster General in re Okola Laboratory

14

delude the patient into the belief that he has been cured.

I find that this is a scheme for obtaining money through the mails by means of false and fraudulent pretenses, representations and promises, in violation of sections 3929 and 4041 of the Revised Statutes, as amended; and therefore recommend that a fraud order be issued against the Okola Laboratory, Inc.



W.H. Lamar
Assistant Attorney General.

Mr. Donnelly.

Mr. J. Bond Smith phoned request from John Nash, Esq., fraud order, issued February 1 attached jacket speaks for its he be advised whether or not a

Fraud Order issued against:

OKOLA LABORATORY, INC.,
at
Rochester, New York.
on
February 16, 1914.

(3626)

Journal No. 7824.

Case No. 28199-E.

(OVER)

Memo.

Approximately two hundred other jackets in which it was thought the missing papers might have been misfiled were searched without result. The correspondence file was also examined as were the records of the Chief Inspector's Office.

G. B.

4/19/29

Mr. Donnelly.

Mr. J. Bond Smith phoned some hours ago stating he had a request from John Nash, Esq., for a copy of the Okola Laboratories fraud order, issued February 16, 1914, Rochester, New York. The attached jacket speaks for itself. Mr. Bond Smith asked that he be advised whether or not an extra copy of this was available.

G. B.

5/2/29.

Memo.

Approximately two hundred other jackets in which it was thought the missing papers might have been misfiled were searched without result. The correspondence file was also examined as were the records of the Chief Inspector's Office.

G. B.

February 16, 1914.

ORDER No.

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(Case No. 28199-E)

Mr. Donnelly:
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GB
4/19/29

the Postmaster General, upon evidence satisfactory to him, that officers and agents as such, at Rochester, N.Y.

are

or obtaining money through the mails by means of false and promises,

in violation of the act of Congress entitled "An act to revise Statutes relating to lotteries, and for other purposes," the date being more fully described in the memorandum of the the date of **February 14, 1914**, and by authority of the act, and by the act of Congress entitled "An act for the regulation of commerce and the postal service, subject to the States" approved March 2, 1895, the Postmaster General order drawn to the order of said **concern & parties** remitter of any such postal money order that payment in full thereof will be returned upon the presentation of the for and obtained under the regulations of the Department. all letters, whether registered or not, and other mail matter he said **concern & parties** to the postmasters at the l, to be delivered to the senders thereof, with the words "by order of Postmaster General" plainly written or stamped

Where there is nothing to indicate who are the senders of directed to send such letters and matter to the Division of

Mail to this address returned by order of Postmaster General" plainly written or stamped thereon, to be disposed of as other dead matter under the laws and regulations applicable thereto.

(Signed) A. S. Burleson.

Postmaster General.

To the Postmaster.

Rochester, New York.

February 16, 1914.

ORDER No. 7824.

It having been made to appear to the Postmaster General, upon evidence satisfactory to him, that
OKOLA LABORATORY, INC., and its officers and agents as such, at Rochester, N.Y.

xx**are**

engaged in conducting a scheme or device for obtaining money through the mails by means of false and fraudulent pretenses, representations, and promises,

in violation of the act of Congress entitled "An act to amend certain sections of the Revised Statutes relating to lotteries, and for other purposes," approved September 19, 1890, said evidence being more fully described in the memorandum of the Solicitor for the Post Office Department of the date of **February 14, 1914**, and by authority vested in the Postmaster General by said act, and by the act of Congress entitled "An act for the suppression of lottery traffic through international and interstate commerce and the postal service, subject to the jurisdiction and laws of the United States" approved March 2, 1895, the Postmaster General hereby forbids you to pay any postal money order drawn to the order of said **concern & parties** and you are hereby directed to inform the remitter of any such postal money order that payment thereof has been forbidden, and that the amount thereof will be returned upon the presentation of the original order or a duplicate thereof applied for and obtained under the regulations of the Department.

And you are hereby instructed to return all letters, whether registered or not, and other mail matter which shall arrive at your office directed to the said **concern & parties** to the postmasters at the offices at which they were originally mailed, to be delivered to the senders thereof, with the words "Fraudulent: Mail to this address returned by order of Postmaster General" plainly written or stamped upon the outside of such letters or matter. Where there is nothing to indicate who are the senders of letters not registered or other matter, you are directed to send such letters and matter to the Division of Dead Letters with the words "Fraudulent: Mail to this address returned by order of Postmaster General" plainly written or stamped thereon, to be disposed of as other dead matter under the laws and regulations applicable thereto.

(Case No. 28199-E)

(Signed) A. S. Burleson.

Postmaster General.

To the Postmaster.

Rochester, New York.